

WHAT IF ...?

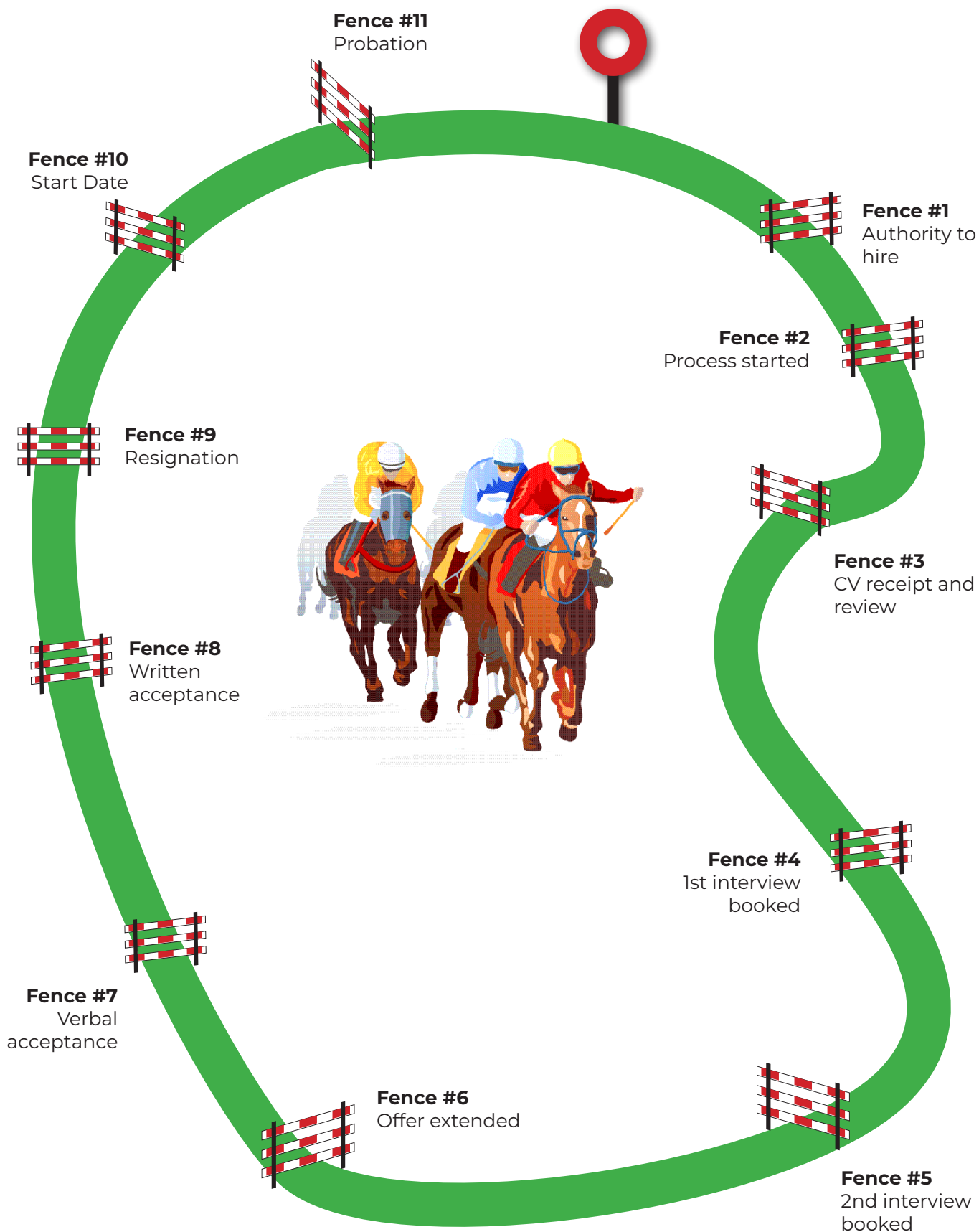
What if is one of the most powerful questions a consultant can ask a client or prospect during their business development (or whilst taking in a job vacancy). 'What if..?' creates a future event that the contact has to imagine being in and then consider how they would deal with it.

e.g. "What would you do if no one suitable applied for the position?"

A good question to ask any contact that is currently advertising. The intention of the question is to steer the contact from the optimistic frame of mind they have about filling the job and have them consider 'darker' alternatives that they may not have considered in the past.

Look at the enclosed horse race track. This is a visual analogy for the what happens when you chase a lead. Each fence represents a decision point in the process and a challenge to overcome (often an objection such as "We are interviewing next week and looks like we should fill the job then"). When you know where you are on the track then you can ask questions in a "what if..?" frame to ask the client what they would do if they fell at the next fence.

- What would you do if no one applied?
- What would you do if the CVs turned out to be unsuitable?
- What would you do if candidates did not turn up for the interview?
- What would you do if they turned out to be unsuitable?
- What would you do if they took jobs elsewhere?
- What would you do if they turned you down?
- What would you do if they did not show on the first day?
- What would you do if they decided to stay in their current job?
- What would you do if they started to prove they were unsuitable once in the job?



Create your own 'What if ...?' questions to each of the milestones you may encounter while chasing leads.

Fence #1	Authority to hire	
Fence #2	Process started	
Fence #3	CV receipt and review	
Fence #4	1st interview booked	
Fence #5	2nd interview booked	
Fence #6	Offer extended	
Fence #7	Verbal acceptance	
Fence #8	Written acceptance	
Fence #9	Resignation	
Fence #10	Start date	
Fence #11	Probation	